

Candy Bar Gazebo

Issue 25, Winter, 1989

A Treat To Read

Mr RETAILER

24 BARS
NET WT.
2 LBS.
AVOIR.

**HOLLYWOOD'S 24 DELICIOUS
FAST SELLING CANDY BARS**

"You Never Had It
So Candy Good"

PLACE BOTTOM OF THIS BOX INSIDE TOP FOR AN ATTRACTIVE DISPLAY

HOLLYWOOD BRANDS, INC.

Hollywood Brands, Inc., now a part of Leaf, Inc., started out in Minneapolis, Minnesota, back in 1922. Frank Martoccio moved the company to Centralia, Illinois, in 1938, where it became one of the dominant names in the bar business. Many bars were produced in colorful boxes from which they were sold. One such bar was the Polar bar, an excellent bar, but it never really developed popular appeal as it had a bittersweet coating.

EDITORIAL - BAKER'S THE NAME

Back in the early days the name, Walter Baker & Company, signified the ultimate in Chocolate and cocoa products. The Walter Baker & Company was the first cocoa grinding operation in America and was started in 1765, in Dorchester, Massachusetts.

So that company spawned countless imitators in the chocolate and cocoa business. And some even took the liberty of playing around with the Baker name. One such outfit was the W.H.Baker Chocolate and Cocoa Co. of Winchester, Virginia.

The W.H.Baker Company of Virginia carefully explained (although in small print) on their ads that they were different companies by saying - "W.H. Baker is distinct from the old chocolate manufactory of Walter Baker & Company."

One of the more striking ads of the Virginia company appeared on trade cards that were so popular at the turn of the century. A large poster was issued in 1900 that first appeared as a trade card.

The poster was issued because the card had become so popular. The poster featured a buxom miss as well as spot piece ads for W.H.Baker products.

Whatever happened to the buxom miss and the W.H.Baker Chocolate and Cocoa Co. isn't known. But Walter Baker & Company is still going strong, now a part of the General Foods Corporation.



Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising taken.

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Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo. Membership fees outside the United States is \$23.00 per year.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each. Request back issues by number.

All correspondence should be sent to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts 01938.

GANONG BROS. LTD./Canada

It was in 1872 that James Ganong settled in St. Stephen, New Brunswick, Canada, to start a bakery and candy store. He persuaded his brother, Gilbert, to join him in the business. Ever since that date candy and candy-making has run in the blood of the Ganong family.

An early candy produced was the Chicken Bone, first produced in 1895. It was a cinnamon-flavored pink, hard candy jacket over a chocolate center. Ganong also produced Canada's first lollipops in 1895.

Arthur Ganong, James's son, joined the firm in 1896. It was Arthur, along with employee and friend George Ensor, who came up with a Canadian first. The two used to go off on hunting and fishing trips together. For their trips they'd make up large-sized chocolates filled with nuts. Later they figured if those bars were sold for 5¢ they could compete with the flat milk chocolate bars imported from Switzerland. That was 1910 when the Ganong Nut bar was introduced. It caught the public's fancy, and it wasn't long before other Canadian confectioners got into the candy bar act. The Nut Bar was Canada's first candy bar.

A maker of a general line of candies, Ganong installed a lozenge making machine in 1887. And lozenges are still being made today.

Ganong sells coast to coast in Canada and does a small export business in the New England sector of the United States. St. Stephen, Canada, where Ganong is located, is just over the border from Calais, Maine.

In 1911-13 Ganong chartered ships to bring about 600 Newfoundland women to St. Stephen. Many of the women only stayed a few months and then moved on to Boston in the United States. But many of them also remained and became stalwart Ganong employees over the years.

Ganong Bros. was the first Canadian confectioner to make use of cellophane as a wrap for its candy bars. The 5¢ Pal-O-Mine, cellophane wrapped, appeared in 1920. The cellophane used was imported from France.



There have always been ties between the towns of St. Stephen and Calais. When the War of 1812 broke out it was decided between the two towns there'd be no fighting. The gunpowder Britain sent to St. Stephen for defense was even loaned to Calais so the Fourth of July could be celebrated properly in the United States town.

Back in 1907 Ganong came out with a line of G.B.Chocolate packages. On box lids and in advertising a reproduction of a picture of Evangeline, painted by a Canadian artist, was used. In a Ganong advertising booklet it was stated: "Ever behind our G.B.Chocolates stands the virtues of Evangeline: purity, excellence and constancy, romance, sentiment, and sweet-ness."

Henry Wadsworth Longfellow described in his poem, Evangeline, results of what happened to the Acadians in Canada after France ceded Acadia in what (concluded next page)

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is now Nova Scotia to England. The Acadians were displaced after not responding to English demands. Many of those French Acadians migrated to Louisiana in the United States, where they became known as Cajuns.

By 1941 Ganong was producing a big line of 5¢ candy bars. Some of them were Nut Chew, Almond Milk, Clover Milk Bar, and Cocoanut Yum. Others were Evangeline Chocolate Cream Bar, Milk Bundles, Milk Caramel Bar, Nut Milk Bar, Pic Nic Bar, and Pal-O-Mine.

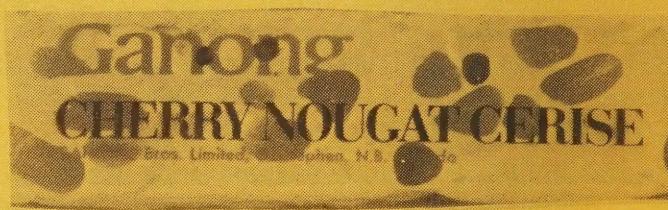
And still others were Peanut Milk Bar, Pepts, Cream Bar, Peppermint Pattie, Rayo Bar, Rich Crisp Bar, Service Bar, and Snow Bar.

Also made in those years were the Three Bears Bar, Toffee Milk, Cocoanut Fudge Bar, and Cocoanut Waffles.

Today the company produces a smaller number of bars such as Pal-O-Mine, Coconut Yum!, and Pepts. Also produced are such bar items as Chocolate Fudge, Vanilla Fudge, Cherry Nougat Cerise, and Roman Nougat. These bars are produced along with a general candy line and seasonal items.

Ganong Bros., Limited receives two gold stars. One star is given for being an excellent Canadian confectioner.

The second star is awarded to Ganong for being an excellent neighbor to the United States. The people in Calais, Maine, will never forget the part the people of St. Stephen played in the Fourth of July celebration back in 1812.



LINDT-SPRUNGLI OF SWITZERLAND

Rudolph Lindt was known as an eccentric in his day, being an aristocrat, a scholar, an inventor, and a lover of chocolate. He spent almost half his life searching for and experimenting with ways to improve chocolate. He was first of all concerned with the coarse and grainy texture of the chocolate of his day, and second, he was concerned with the rather bitter flavor.

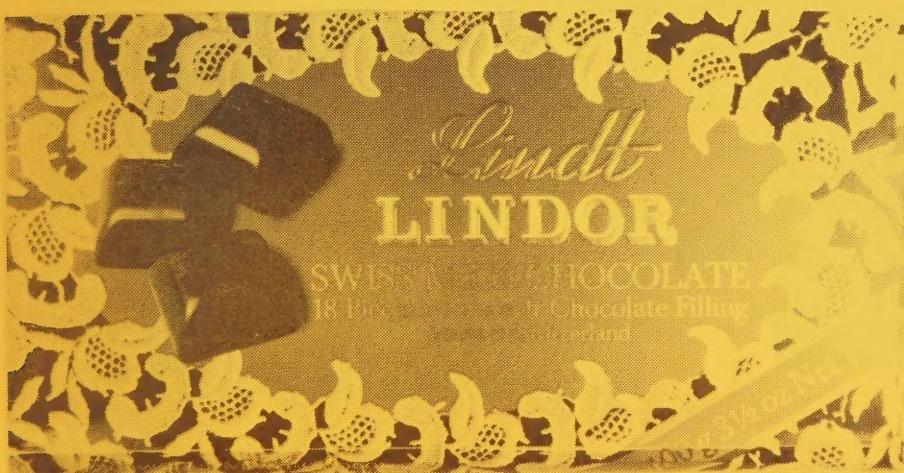
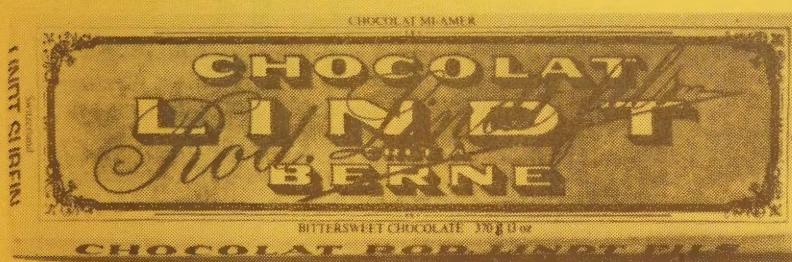
Rudolph discovered two processes on his way to making chocolate a melt-in-the-mouth creation. His first result was the Lindt-conche. It was a shell-like device which kneaded and ground the chocolate mass within its labyrinthian interior for 72 hours.

Then Lindt took in hand his chocolate recipe and did some adjusting. He increased the amount of cocoa butter to improve the smoothness of the chocolate. The adjusting worked. And the end result was the bittersweet chocolate bar called the Surfin bar. Today the black and white wrapper is identical to that which was first used in 1879. Surfin, in Swiss, means "super-fine."

David Sprüngli, an orphan, had been apprenticed to a Zurich, Switzerland, pastry shop owner. In time he took over that shop by buying out the owner. And it became the foundation for the chocolate company that began in 1845, Chocolate Sprüngli, A.G.

Rudolph Lindt had remained a bachelor, and had no family to carry on the chocolate business. So, in 1899, he sold his business to Sprüngli, a family operation which now is in its sixth generation of family ownership. It turns out products in Switzerland that are marketed in over 80 countries.

One of the world's finest chocolates, Lindor, is available in bar form. Other excellent bars are Chocoletti, Cresta, Blancor, Pistache, and Mocca. Lindt-Sprungli also puts out different series of chocolate bars for wrapper collectors. An animal series and a racing car series are some examples.



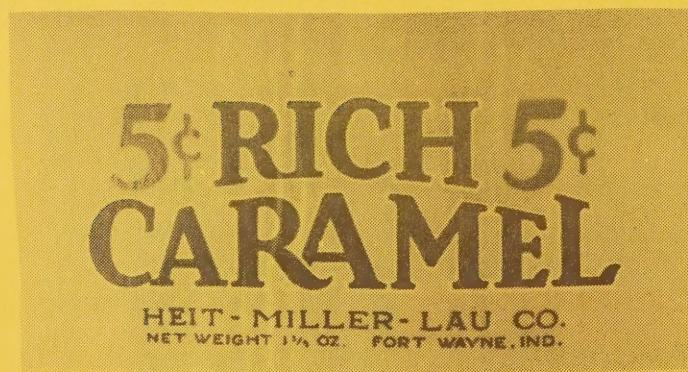
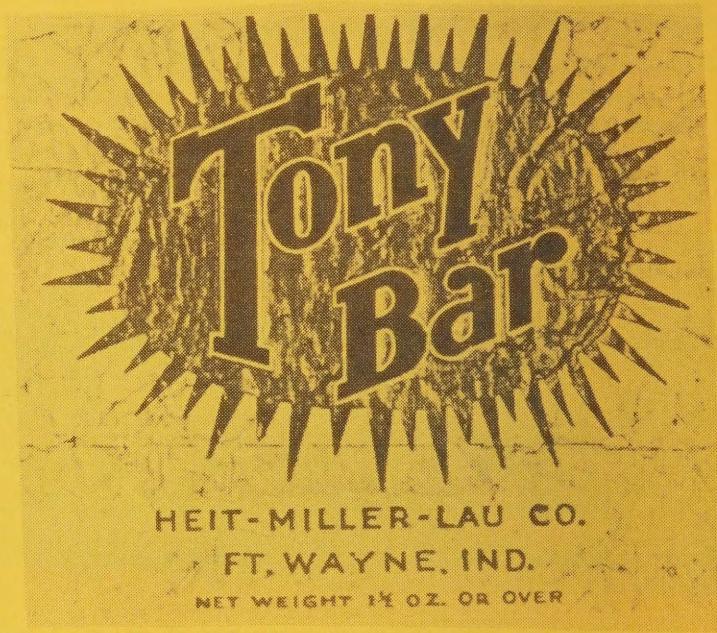
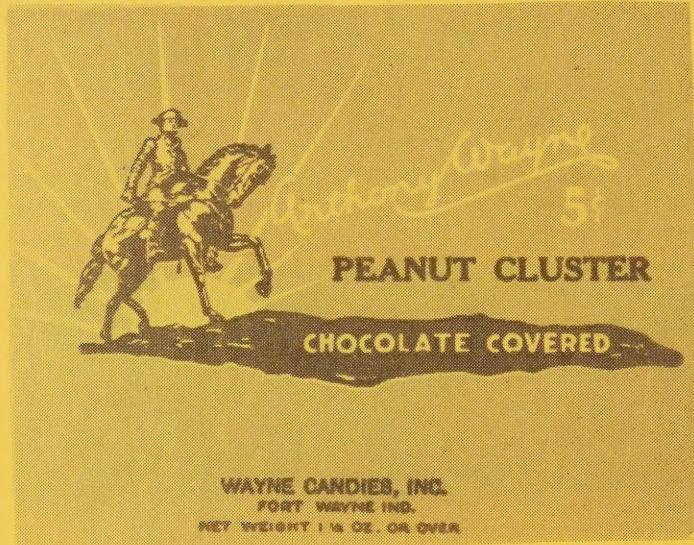
MAD ANTHONY

What general was immortalized as a candy bar? None other than Anthony Wayne, who acquired the nickname, "Mad Anthony," when he served under General George Washington. Because of his considered recklessness, more properly referred to as tactical boldness and personal courage, Wayne's nickname followed him throughout life.

In the 1790s he was responsible for building Fort Wayne in what is now present day Indiana, and pacifying the Indian uprising in the area. It wasn't until about 140 years later that he received the honor of acquiring a namesake candy bar, the Anthony Wayne Peanut Cluster, produced by Wayne Candies, Inc., of Fort Wayne, Indiana.

It was in 1902 that Anthony Heit, Joe Heit, Joe Miller, and Tom Lau formed the Heit-Miller-Lau Company in Fort Wayne. Basically making chocolate-covered bulk candies, by 1906 one of their candies emerged with a personality of its own. It was a creme center, peanuts, and chocolate-covered, that became known as the Bun Bar. At the time it was hand made, unwrapped, and sold for 5¢. It wasn't until around 1915 that labels, boxes, and motto papers were produced for the Vanilla Bun and the Bold Bun bars that were pretty much sold locally. By 1919 the Bun Bar was still hand made, but was now wrapped with thin, clear, glassine paper. In the early 1920s other bars joined the Bun on the production line. Two of them were, Tony Bar, and Rich Caramel.

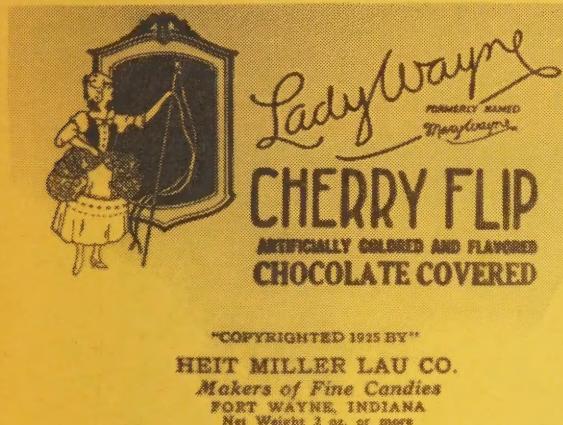
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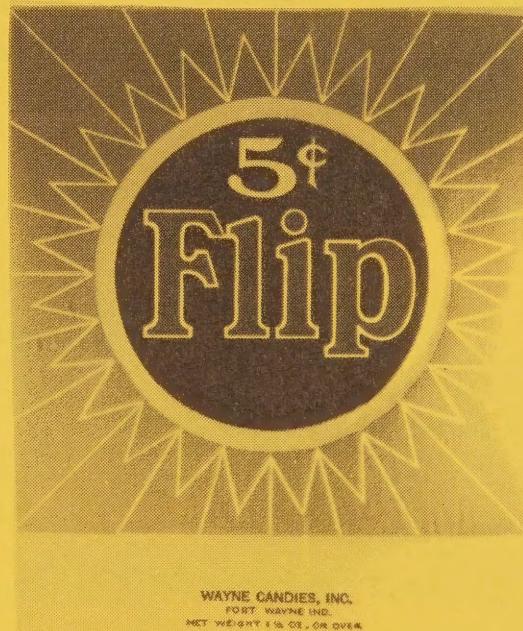
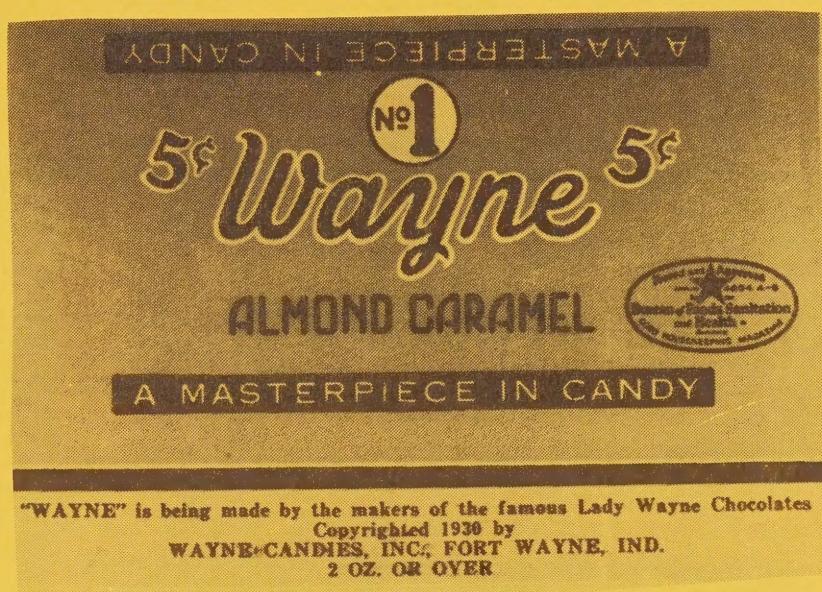
In 1925 Heit-Miller-Lay introduced a line of 10¢ chocolate-covered bars. The new line consisted of ten different bars packaged in distinctive lavender wrappers. The bars were sold in units of ten in a special display box. The line was called Mary Wayne (and later called Lady Wayne). The assortment included Peanut Nougat, Milk-Nut Roll, Brazil Marshmallow, Pineapple Fruit, Maple Walnut, Almond Caramel, Almond Crisp, Nut Sunday, Cherry Flip, and Black Walnut Toffee.

While initially successful in the Midwest, the Mary Wayne line couldn't stem the tide when the Depression hit. So, because of a severe business decline, the company's name was changed to Wayne Candies, Inc. That was 1930. It was during this decade that bars such as Anthony Wayne Peanut Cluster, Tender Peanut Bar, Snuggle, Wayne-Twin, Vanilla Nut, Big Spike, and Flip appeared. Other bars were Almond Caramel, and two bars that were made for the 1¢ bar market, 1¢ Rich Caramel, and 1¢ Wayno. (continued next page)



ONE CENT WAYNO

Wayne

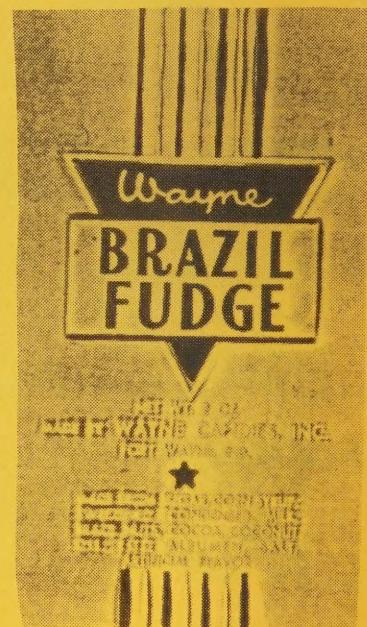
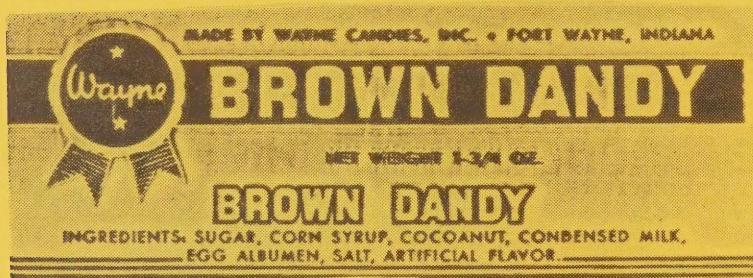
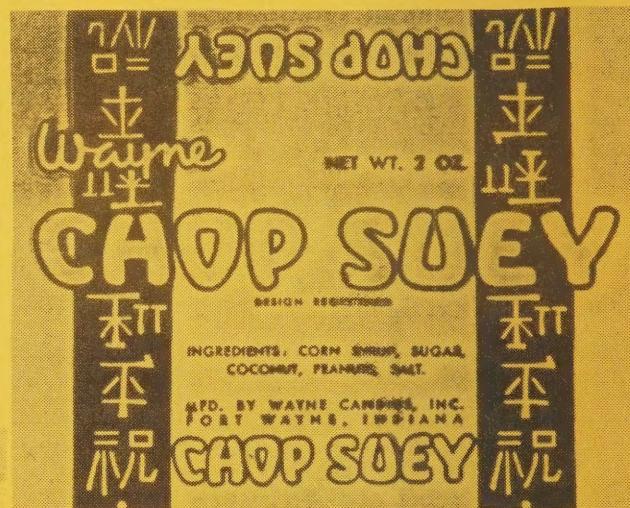
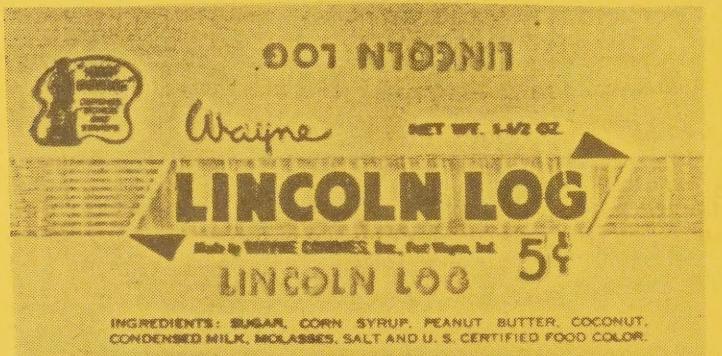


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Some 1940s bars were Wayne Log, Fluff, Chop Suey, Brown Dandy, Coconut Caramel, and Frosty Nougat. Others were Lincoln Log, Wayne Peanut Bar, Brazil Fudge, and Wayne Pecan Caramel.

In the late 1950s the Flip bar appeared in a new 10¢ version, containing three caramel peanut clusters. It was in 1971 that Wayne Candies was acquired by the W.R. Grace Company who sold Wayne to Standard Brands, Inc., in 1975. Under Standard, Wayne served as a part of the Planters/Curtiss confectionery business. At that time the Bun Bar had a confectioners coating rather than a chocolate coating

In a merger with Nabisco, Inc., in 1981, Nabisco Brands was formed. And in the same year Wayne Candies was sold to the Storck Group, headquartered in Germany. The U.S. operation was controlled by Storck, USA, L.P., headquartered in Chicago. Under Storck direction the Bun Bar was revitalized in Fort Wayne, going back to a chocolate coating, new packaging, and available in three flavors, vanilla, maple, and caramel. The move was a positive one for the marketplace. And if Mad Anthony were around today he would probably say, "Indeed a bit of tactical boldness that's paid off."



THE FACE ON THE \$10 BILL

When you see a \$10 bill, whose face do you see on the front? Alexander Hamilton, of course, who had been appointed Secretary of the Treasury by President Washington as the new government was organized in 1789.

Because their last names were the same (no relationship, however) and Alexander's likeness was on the \$10 bill, John D. Hamilton decided to use a likeness of Alexander Hamilton on the front of many of the candy bar wrappers he eventually produced. Perhaps he figured that people just might subconsciously associate Alexander Hamilton on the candy bar wrapper with \$10 worth of candy value inside!

John D. Hamilton came west to Tacoma, Washington, with his widowed mother. After finishing high school in Tacoma he went to work for candymakers Brown & Haley of Tacoma where he rose to the superintendency in time.

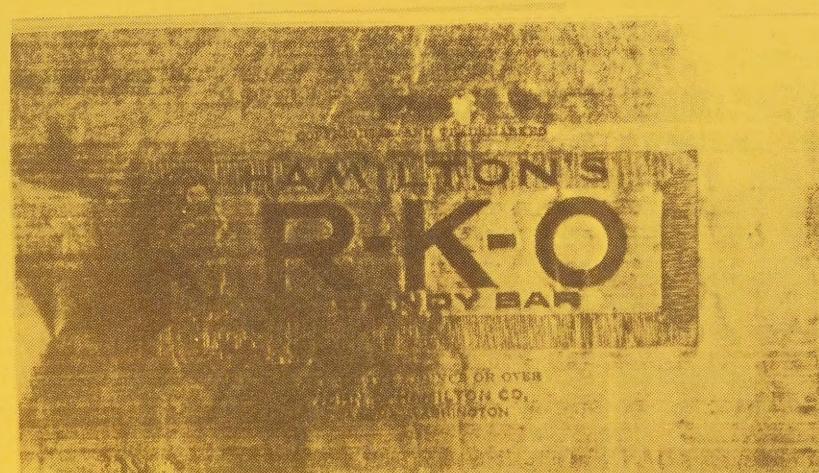
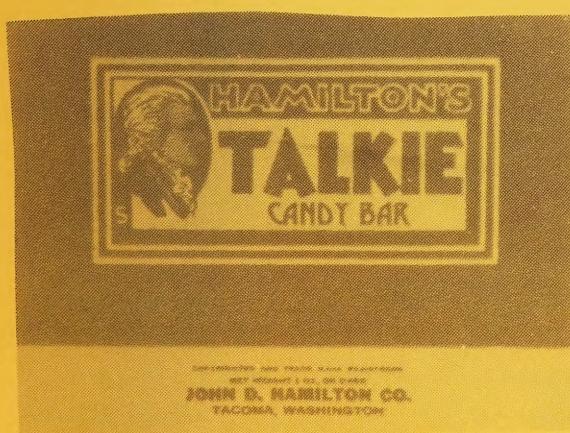
Then he got the urge to set up his own business in Tacoma. It was about 1925 when he established the John D. Hamilton Company, basically making candy bars, but also producing some chocolates. At various times he had dozens of bars, most with Alexander Hamilton's bust on the wrappers.

In the 1920s the motion picture in Hollywood had really caught the public's fancy, so John Hamilton utilized motion picture words for some of the bars he produced. The first movie made with some kind of dialogue was "The Jazz Singer," starring Al Jolson. So Hamilton's candy bar was appropriately named Talkie. The movie appeared in 1927.

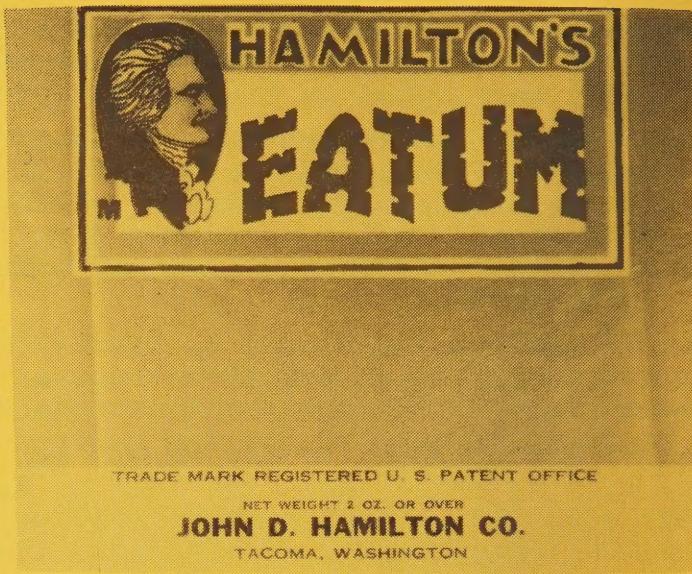
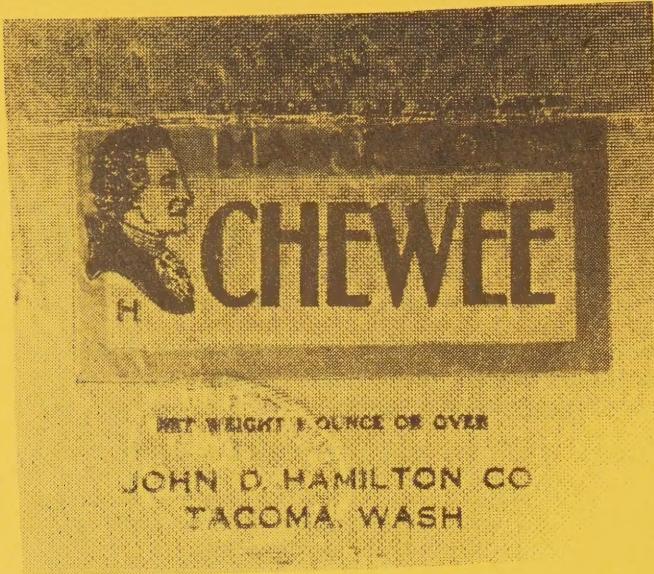
Another Hamilton bar with movie connections was the R-K-O bar. It was named after RKO Radio Pictures Inc., a Hollywood production company that had started up in 1921. RKO's best known film was King Kong, which was made in 1933.

Another aspect of "going to the pictures" that developed in the late 1920s and early 1930s was to snack on sweet treats while viewing the screen extravaganzas. So Hamilton's two bars, Chewee and Eatum, perhaps capitalized on this aspect of going to the movies that soon brought in additional revenue for movie theaters.

A letter appeared under the Hamilton bust on wrappers. The purpose of the letters isn't known, but an H was under Hamilton on the Chewie and R-K-O wrappers, an S on the Talkie wrapper, and an M on the Eatum wrapper.
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A number of other Hamilton bars made their appearance in those years. Some of them were Dutch Treat, Icy Flip, Buck-Private, Cherry Nip, Three Deep, XL Mint, Cartwheel, Floating Island, Boppo, Big Bear Bar, Dynamite, and John D.

During World War II John Hamilton made use of various breakfast cereals to construct candy bars. Corn flakes, for example were used to advantage in the Dutch Treat bar, a good seller. Icy Flip was one of the early candy bars to make use of a white confectioner's coating.

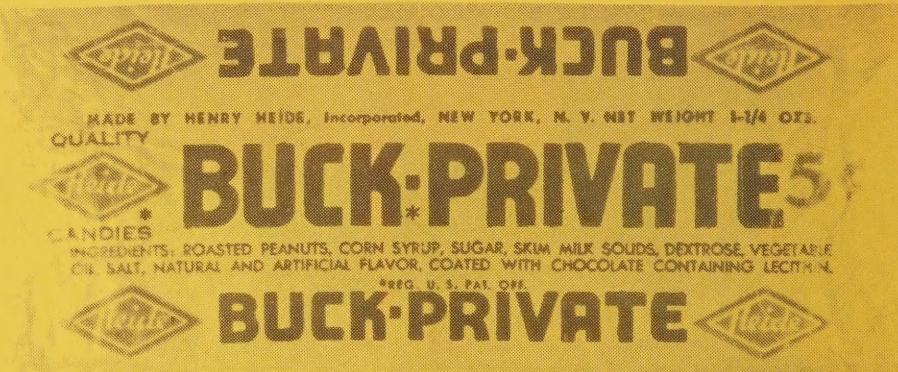
Buck-Private was a very popular candy bar during the war. The Heide Company manufactured the bar in the east, and Hamilton Candy on the west coast. E.T. Hamilton,

John Hamilton's son, reported that a special extrusion machine was used to make the Buck-Private bar. He said, "... that machine required a special formula for a confection that would enable it to be put through. The principle finally adopted was that the confectionery or candy was poured into cylinders of a

kind that allowed removal of the outer metal casing, the "Candy cartridge," then being inserted into the breech of the canon-like chamber of the machine.

The extruder then discharged the product onto a conveyor belt which had automatic cutters to cut off the length of the bar and then proceeded automatically through the enrober/chocolate coating machine. It was indeed a unique and efficient method of producing a candy bar. The problem was that it was the only piece of candy they could figure out to run through that

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machine. This meant that unless it became and stayed a top seller, you had a machine you couldn't do anything with. Millions of Buck-Privates were sold during World War II, but sales fell away to nothing at the end of the War."

During World War II the whole Hamilton Company factory burned down, a real disaster. But John Hamilton was able to get a new factory up and running with a relatively short space of time, even the Buck-Private extruding machine. A few years after the War ended, the Hamilton Candy Company really fell on hard times and eventually went out of business. And it was then that Hamilton really earned the respect of his community. By taking off his coat and really digging in, Hamilton, who never declared bankruptcy, and his wife, continued to make candy products for nearly 15 years. The candy was sold from the front of the plant to passers by on the nearby highway. That income paid all of Hamilton's bills and he and his wife could retire honorably. John D. Hamilton died in 1977. He was in every sense a true American and a credit to the confectionery industry.

STARTUP CANDY COMPANY

One of the early United States candy bars appeared after the turn of the century. The exact date has not been pinpointed, but it probably was in the early teens, around 1913. The bar was made in Provo, Utah.

The bar was named The Fruits of Paradise bar which was around until the 1960s. It was a gelatin type of bar, fruit-flavored, and it made an appearance in Ripley's "Believe It or Not!" feature on the Sunday comic pages of the nation's newspapers around forty years ago. The Startup Candy Company was featured in that write-up as the originator.

A popular Startup bar in the late 1920s and early 1930s was named Devil Dog. A devil, complete with horns, forked tail, and a trident, adorned the wrapper. The reason isn't known why that name was chosen for the bar. Perhaps he was supposed to be the devil who tempted Eve in the Garden of Eden with The Fruits of Paradise apple.

Startup is no longer around today, sorry to say. But memories of the company still abound with old timers in parts of Utah.



BARS, BARS, BARS

Cocoline Chocolate Co., Brooklyn NY, was founded in Long Island City, Queens, NY, by Samuel Klein, who had worked for Runkel Brothers, a chocolate manufacturer. Runkel had folded, so Klein formed his own operation. In 1975, Cocoline was bought by Daniels & Bell, the first black-owned member of the New York Stock Exchange. The company had moved to Bedford-Stuyvesant in 1957, and nearly all its 85 employees are black, Hispanic, or Asian. During the holiday season Cocoline is producing Holiday Chips, semi-sweet chocolate chips with bright red and green candy coatings - and tasty, too. Cocoline also is producing Topping King sprinkles, which come in Chocolate Flavor, and Rainbow Mix.

Atco Trading Inc., New York, exclusively imports six different Swiss chocolate bars made by Klaus of Le Locle, Switzerland. In 1856 Jacques Klaus established one of the first chocolate factories in Switzerland. The suggested retail selling price for the bars is 99¢ per 3.5 ounce bar, and the chocolate is very, very good. The six varieties are, Milk Chocolate, Milk Chocolate with Praline Filling, Milk Chocolate with Cappuccino Filling, Milk Chocolate with Almonds, Milk Chocolate with Crispies, and Dark Chocolate.

Sunkist Fruit Gems put out by Ben Myerson Candy, Co., Los Angeles, are excellent soft fruit candies. They are available in both a 5 flavor bar wrap, plus being sold as individually wrapped pieces. Also excellent are the Chocolate Fruit Fondues, raspberry, packed in individual wraps.

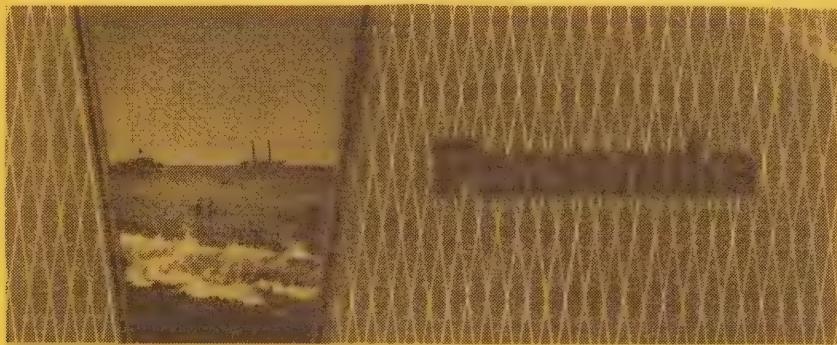
Chocolate Whimsey Inc., Herndon, VA, puts out numerous excellently made chocolate products - chocolate roses, tulips, dinosaurs, Christmas trees, Snowflakes, the One Cent Chocolate Piece, and the One Dollar Bill bar. Sold in specialty stores, the chocolate is of very good quality.



BULGARIA

Bulgaria is located in the eastern Balkan Peninsula on the Black Sea. The capital is Sofia, and the government is communistic. Bulgarian chocolate bar wrappers show such things as a seashore scene, the turret of a castle, a red rose, a butterfly, and a stylized fox.

For some reason, chocolate never seems to have really caught on in Bulgaria. So chocolate experts in other parts of the world consider Bulgarian chocolate to be among the worst in the world (it ties with Romania). Chocolate liquor and cocoa butter are in short demand in that country, which is perhaps the main reason Bulgaria is low on the list for the world's best.



ДСО БЪЛГАРСКА ЗАХАР  ДИП РЕПУБЛИКА СВОГЕ

ШОКОЛАД ФИН МЛЕЧЕН
бдс 3509-38

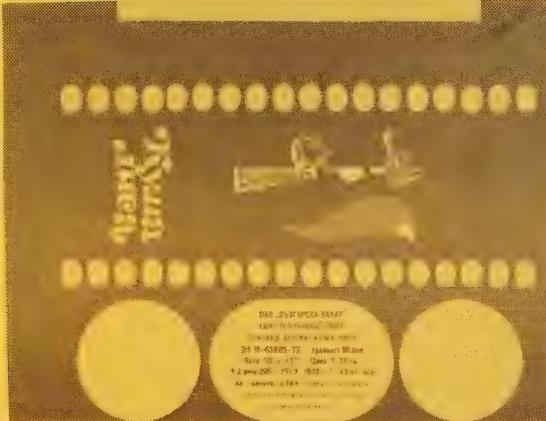


ДИП „РЕПУБЛИКА“

СВОГЕ

ДИП „РЕПУБЛИКА“

ЦИРНА ГАФАЧ



шоколад
фин млечен



ДСО „БЪЛГАРСКА ЗАХАР“
НПК „МАЛИКА“ - СОФИЯ
4000 София, България
тел. 02-66 429-11-11
факс 02-66 429-11-12
център 04-68 429-11-11
бдс 3509-72 трайност 6 месеца от кв.

CALIFORNIA HERE I COME

California held a fascination for early immigrants, especially those who wished to seek their fortunes. Etienne Guittard of France had enough sense, back in 1860, to take along some of the chocolate he had learned to make at his uncle's chocolate factory.

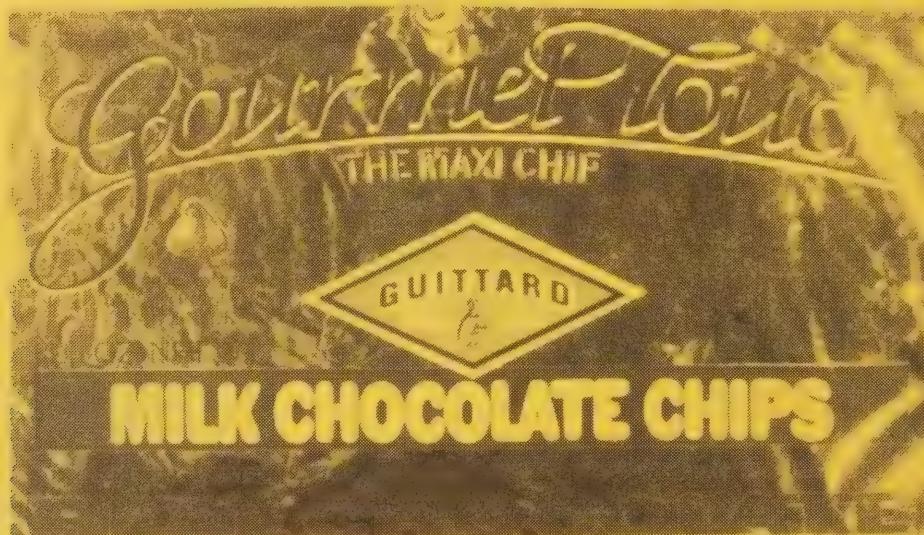
Guittard used the chocolate as barter for basic supplies in his search for gold. But his search didn't pan out as far as gold was concerned. So he made his way back to San Francisco after spending three years searching in the field.

Guittard eventually returned to France with the intention of saving enough money to return to the United States in order to buy the necessary equipment to manufacture chocolate. In 1868 he did so, and opened the doors of the Guittard Chocolate Company in the United States.

In 1955 the company relocated to Burlingame, California, not too far from the San Francisco airport. And it is from this location that Guittard has become a supplier of chocolate to the baking and confectionery industries.

It wasn't until 1972 that Guittard got into the retail line, producing such items as Gourmet Touch semi-sweet milk chocolate, and cocoa butter chips. Smooth 'N Melty Mints were also produced.

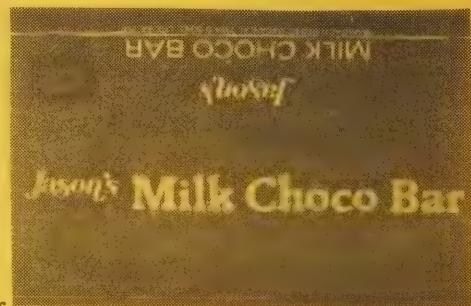
Today Guittard is a fixture as a chocolate manufacturer on the West Coast. So California was indeed the right place for Etienne Guittard to sink his roots.



FIJI ISLANDS

Fiji is located in the western South Pacific Ocean. A British colony since 1874, it became a republic in 1987.

Chocolate products are manufactured by Jiwa & Sons, Ltd. BA. The Jason bars, formerly called Mag-jasons are produced, as well as Casino milk chocolate bars.



CADBURY FRY HUDSON LTD., NEW ZEALAND

Charles Dickens wrote about it in Oliver Twist. It was one of the blackest periods in English history - the hungry forties. It was in 1841 when England had extreme poverty, appalling working conditions, and abominable housing conditions. That's the year Richard Hudson was born in the little village of Chippenham. Orphaned at an early age, and after working at several trades, he saw no future for himself in England, so took off for New Zealand.

After working at various trades and businesses in New Zealand he then eventually settled on an old trade in which he had done previous work, the baking trade. Hudson invested in a biscuit baking machine in 1868. He eventually opened a coffee shop in Dunedin that proved to be a success. His bake shop end of the business was a real winner, and the business prospered and continued to grow. Hudson died in 1903. But his sons and others helped carry on the business which by now had gotten into the field of chocolate.

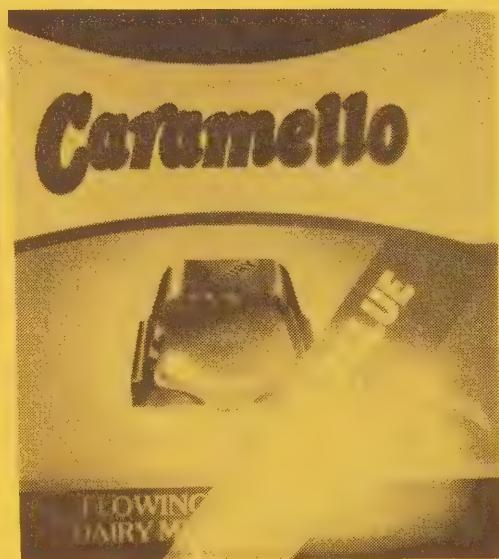
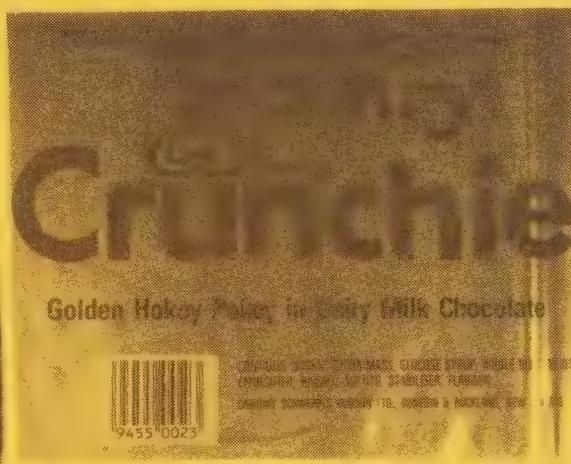
While Hudson's had been increasing their New Zealand sales, Cadbury of England had been doing likewise with their imported line in that country. By 1919, Cadbury-Fry (N.Z.) Ltd., had been formed and occupied a building in Wellington. The imported bars were stored here for distribution.

It was in 1930 that Cadburys finally decided to manufacture in New Zealand. A controlling interest in Hudson was bought, and the company name became Cadbury Fry Hudson Ltd. Over the years the line of candy bars that had been previously imported from England was manufactured right there in New Zealand. And a line of bars totally indigenous to New Zealand was also developed.

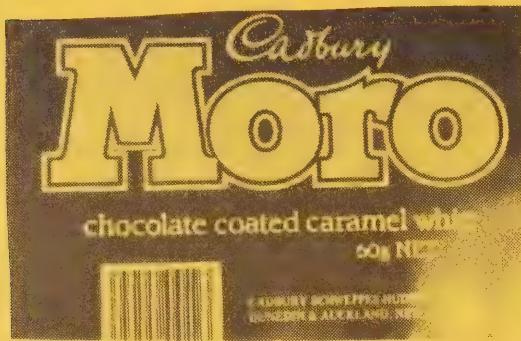
Some of the Cadbury brands in New Zealand that are truly international - Dairy Milk Chocolate, Caramello, Fruit aid Nut, and Crunchie are examples. One of the bars developed for the taste of New Zealand is the Moro chocolate bar.

Other New Zealand favorites are the Banana Shake, Coconut Rough, Luxury Flake, and Pinky candy bars.

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In a company history, Sweet Success, 1868-1968, published in 1968, historical bits of trivia were recorded in the last section of the book titled, "In a Lighter Mood." The author was Sir Carl V. Smith, C.B.E.

Richard Hudson was known to have a quick temper, but also a short memory. One day while walking through the factory he stopped one of the workmen and said, "Didn't I sack you three weeks ago?"

"Yes," answered the man, "but you didn't mean it."

In another incident Hudson had just dismissed an employee for stealing. The employee burst into tears and said to Hudson, "Now I am out of a job, so what will happen to my wife and children?"

Mr. Hudson's reply was very much to the point. "What will happen to mine if I keep you?"

In 1929 Admiral Byrd reported that his pemmican was unsuitable - several dogs had died and others were in a weak condition. So Professor Malcom of Otago University provided R. Hudson & Co. with the recipe which he had given Sir Ernest Shackleton. This pemmican was duly made and later a radio report was received from the Antarctic reporting the dogs to be in excellent condition and expressing heartfelt thanks.

In 1951, pemmican not only for dogs, but also for men, was provided Sir Edmund Hillary in Antarctica and proved equally satisfactory - so satisfactory in fact that it was reported later that the men preferred the dog version of pemmican to the pemmican made for humans!

During World War II a very urgent order for ten tons of wafers was received from the United States forces. Obviously the outcome of the war in the Pacific depended upon these wafers, because each day's output had to be loaded on the Passenger Express for Lyttelton, where G.I.'s would load them on the ferry. And in Wellington the same service would apply to catch the Limited for Auckland. In an effort to save democracy, a night shift was put on, the order completed and duly paid for.

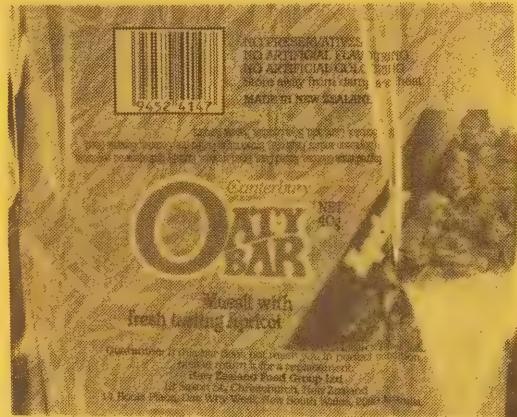
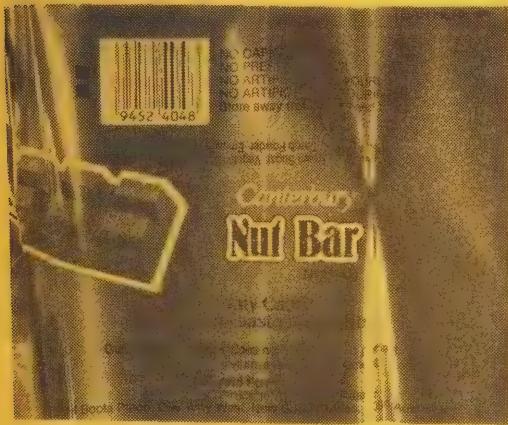
Many months after the war had finished, a telephone call was received from the Officer in Charge of stores in Auckland, inquiring if the firm knew
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anything about ten tons of wafers which seemed to have been lying around for some time!

For domestic trade, the packer always put a guarantee slip into each tin of biscuits, asking that any complaints or suggestions should be sent to the makers. It was during World War II that the Service Biscuit contract had been in operation for some months before it was discovered that the slips were still being inserted in the tins. The best suggestions received from members of the Armed Forces were not suitable to be reprinted.

Confectionery products are also manufactured by several other companies in New Zealand such as the New Zealand Food Group Ltd. That company produces bars such as the Canterbury Nut Bar and the Canterbury Oaty Bar. The former is a carob bar filled with peanuts. The Oaty bar is a muesli bar and includes apricots as the fruit.



LICORICE

Licorice has been known in various forms for over 4,000 years. It was used as a medicine and thirst quencher by the Chinese, Hindus, Greeks, and Romans. It was on the rations list for the armies of Alexander. A supply of licorice was even found in King Tutankhamen's tomb in Egypt. Licorice is still being used in formulas for some medicines, in addition to its many uses in candy.

Licorice is grown in the sunbaked fields of Turkey, Iran, Greece, China, Iraq, and Afghanistan. It is a perennial herb, but only the root of the licorice plant is of any value. The parts that grow above ground are used as faggots.

Roots spread in all directions and reach lengths of from 10 to 25 feet. The roots are dug, then stacked in huge piles for drying and curing. Once dried and cured, the roots are pressed into bales for export.

The flavor of the root is extracted in two steps. A shredding machine separates the fibres in the roots. Part of the shredded root is then ground to a fine powder for use in making pills or as an ingredient in medicine. Licorice is also used as a flavoring agent in tobacco products.

The rest of the shredded root is steeped in hot water in large kettlelike percolators. After a time the liquid is drawn off through a pipe that leads to an evaporating kettle. Here the water evaporates, leaving a licorice paste which is then dried, packed into boxes for shipping, and then finally converted into candy.

BOOP-BOOP-A-DOOP

Betty Boop was the first of the "French Doll" figures in animated films. Conceived by Max Fleischer in 1915, this cartoon figure made her first big appearance in a 1931 cartoon short titled, "Betty Co-ed." Betty had a falsely angelic face that was modeled after the popular singer of the times, Helen Kane. And her figure was patterned after Mae West, who was the American leading lady of the 1930s who was the archetypical sex symbol.

Betty Boop caught on as an animated film character who posed as a typical gold-digger flapper. A catchy title tune that started, "And she knocks me for a loop, with her boop-boop-a-doop," quickly made her the "in" figure for the thirties.

A Sunday comic strip was introduced in 1935 by King Features. The Betty Boop strip was drawn by artists of the Max Fleischer Studios. The strip ran until 1938, and was a toned-down version of the film character.

During the height of Betty Boop's career, merchandisers were quick to get into the act. Offered for sale were such items as Betty Boop handkerchiefs, cards, soap, and even a Betty Boop candy bar. The bar had a nut frappe center with a chocolate coating. It sold for a nickel and was a good seller for only a short period of time.

A Betty Boop revival took place in the mid-1980s, and a Betty Boop comic strip even reappeared for awhile. But the Betty Boop candy bar never reared its head again.



ORDER FORM

Fill in the form below, enclose your check, and mail to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts 01938. Thank you.

- CANDY BAR GAZEBO, one year subscription, U.S. ----- \$15.00
 CANDY BAR GAZEBO, one year subscription, foreign ----- \$23.00
 THE GREAT AMERICAN CANDY BAR BOOK - Now a collector's item - includes \$2 for shipping and handling ----- \$11.95
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Name _____

Address _____

City _____

State _____ ZIP _____

BARS, BARS, BARS, BARS

The Lindt Lindor Swiss Confectionery Bar is a most pleasing candy bar having lots of cocoa butter - rich and filling.

Maxfield Candy Company of Salt Lake City, Utah, has a series of boxes of milk chocolate cream sticks with different kinds of fillings. The sticks are very good and were found in several New England discount stores.

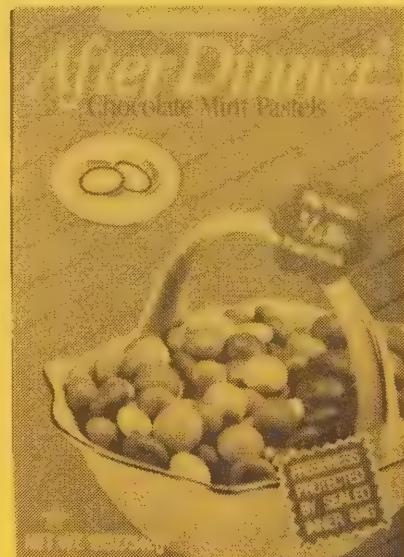
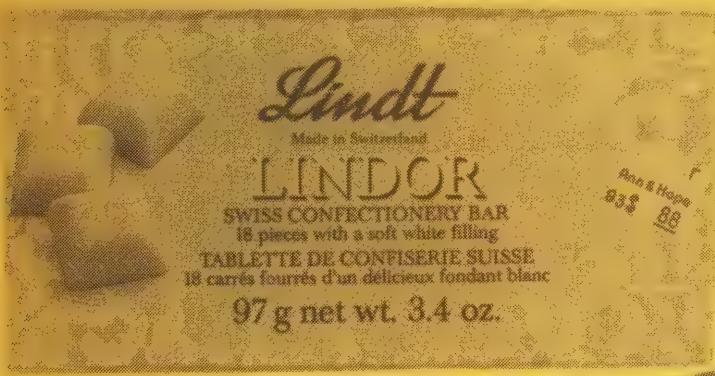
Standard Candy Co., Nashville, TN, had a special 25¢ Goo Goo Cluster bar on the market to entice potential new customers.

Hershey's new top-line chocolate bars carry the Symphony label. The Symphony bar comes in Milk Chocolate, and Milk Chocolate with Almonds and Toffee Chips. The standard size is 1.4 ounces, and the Giant Bar is 7 ounces. Hershey says these bars contain more milk. They are of excellent quality.

Richardson Brands, Inc., Philadelphia, PA, has introduced After Dinner Chocolate Mint Pastels for sale during the Easter and Spring selling seasons. The brightly-colored mints are a taste treat.

Chocolate Noblia of North America, Walnut Creek, CA, has new French import products for sale - the .44 ounce Rendez-vous Milk Chocolate and Bittersweet chocolate bars with a suggested retail price of 25¢, and the 17.6 ounce Pound Plus Giant Milk Chocolate Bloc.

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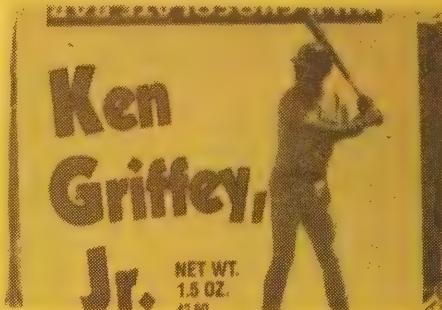
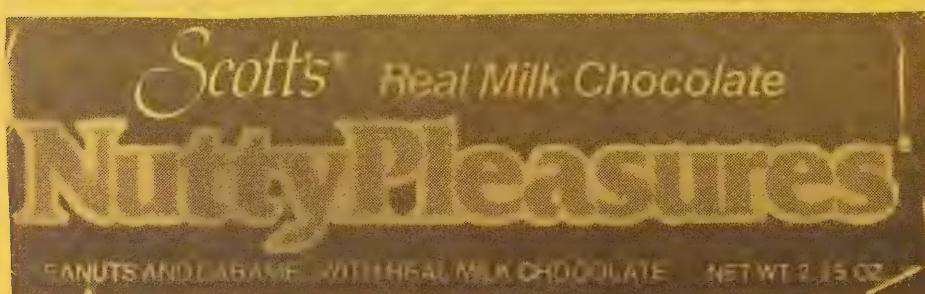
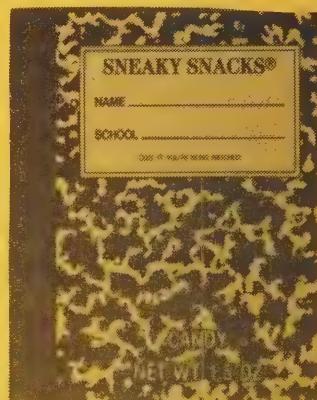
Scott's of Wisconsin is one of the major fundraising companies and manufactures cheese, chocolate candy, and candy bars. Three of their bars are Scottie bar (crisped rice and milk chocolate), the Almond bar (almonds and milk chocolate), and the Nutty Pleasures bar (peanuts, caramel, and milk chocolate). All three bars are tasty and sell for \$1.00. They are packed 30 to a case in handy carry cases.

Sneaky Snacks is made by The Topps Company, in Duryea, PA., and are sour candy bits packed in a "Notebook Style" box.

Imported from Germany and on sale in specialty stores in the U.S. are bars from Sarotti of Berlin, West Germany. The Sarotti Marzipan bar is quite good, as is Die Weisse bar made in Belgium for Sarotti.

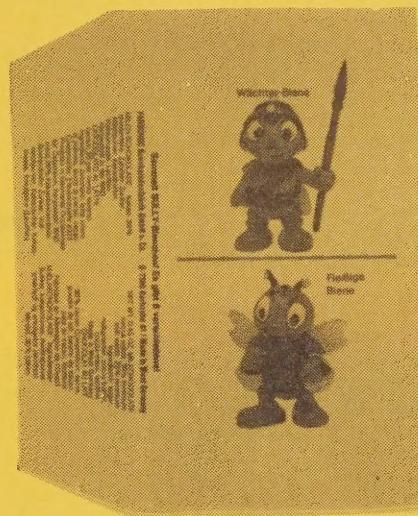
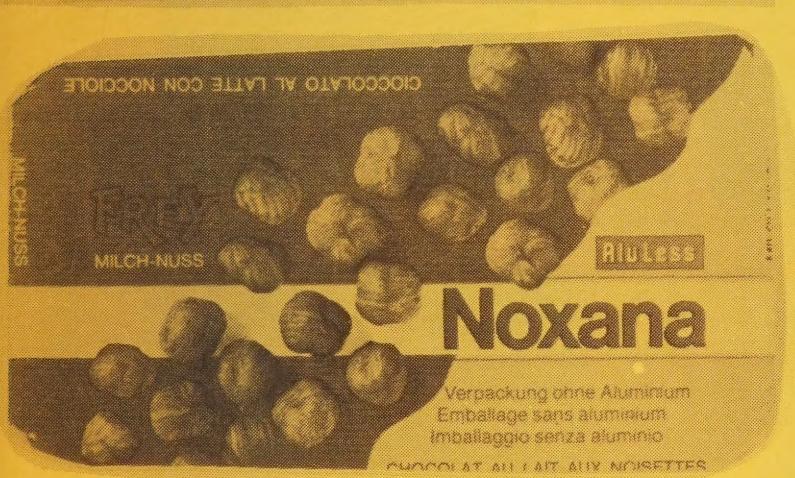
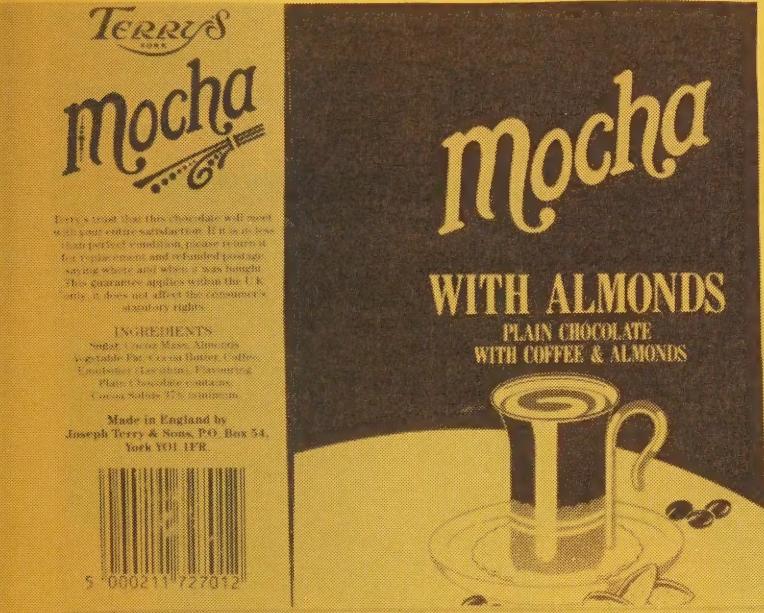
Some real finds in the U.S. candy market come from Champlain Chocolate Co. of Burlington, Vermont. The Five Star Caramel chocolate bar is excellent as is the Five Star Fruit & Nut chocolate bar. The Caramel bar is one of the outstanding new bars of the year.

The chocolate bar, embossed with Ken Griffey, Jr.'s likeness, is produced by the Pacific Candy Co., Edmonton, WA. The bar, which comes with a dark blue or a yellow wrapper, is fair tasting.



LETTERS AND SUCH

Harry Levene, London, England, sent along numerous wrappers, many being from new bars. Terry's Mocha with Almonds is sold in England. Levene said it was very good and the first time he had seen this combination in a bar. The Cadbury's Brazil bar was also good, milk chocolate with sliced Brazil nuts. The Frey Noxana, made in Switzerland featured no aluminum wrapper on the inside - Levene thinks Frey still makes the best Swiss chocolate. He also sent along a Bully-Bienchen milk chocolate bar wrapper made in West Germany by Farüchoc Chocolate. The bar has eight different bee figures on wrappers. Levene also sent along a chocolate sample from Japan, Kanebo the manufacturer. Levene and I both agree the chocolate only fair.



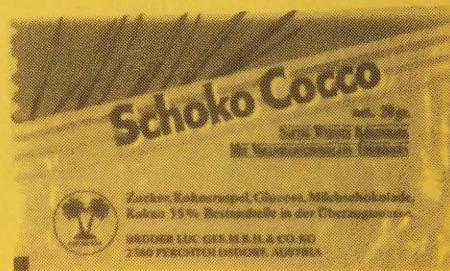
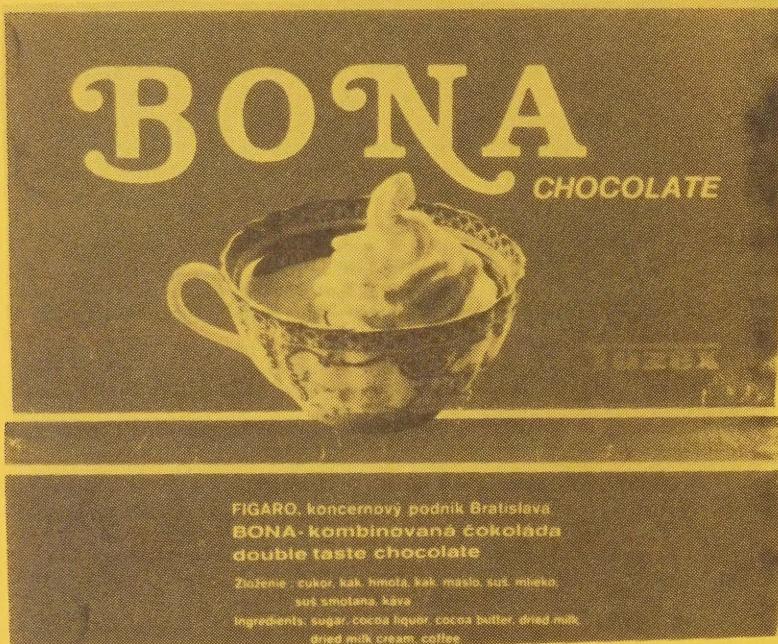
Mirek Nikl, Prague, Czechoslovakia, wrote to say he's interested in obtaining old U.S. chewing gum wrappers in exchange for some 1915-1930 German candy bar wrappers he has. If interested, write Gazebo for his address. And another Czech gum wrapper collector desiring to exchange wrappers is Jiri Kuba.

Nate Sloane, Boston, Massachusetts, called to say that he remembers the 2¢ candy bars very well during The Depression in the 1930s. He said that after World War I, some of the immigrants were confectioners. The ones who settled in New York City would make candy in the kitchens of their homes, do the chocolate dipping in another room. One of the things made by (continued next page)

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these immigrants, many of whom were Italian, were candy bars that sold for 2¢, were an excellent value, and good tasting bars. But the 2¢ bars were only a success in New York City. They didn't sell well elsewhere. That's why Otto Schnering's (Chicago) 2¢ bars only did well in New York City. That city wasn't a barometer for the taste buds of the rest of the nation.

Stanislav Kramsky, Prague, Czechoslovakia, sent along several wrappers, one being the Czech chocolate bar wrapper judged the best wrapper of 1988, Bona. The maker of Bona is Figaro Bratislava (formerly Stollwerck), and is sold in the Czech duty-free shop system. The new Pera bar is also made by Figaro. While on holiday, Stanislav visited Bulgaria and Turkey. He said Nestlé products dominate the Turkish market, but Ulker is the dominant native company. He sent along the Ulker Halley chocolate-covered biscuit bar wrapper. Kramsky also sent along several wrappers from LUC, an Austrian firm, which imports bar to the U.S. under the name of Coco d'Or. Kramsky went on to say that there is almost no chocolate available in Bulgaria, and what is made there isn't too good at all.



Harry Levene, London, also send along a second batch of wrappers, many from new bars. From Belgium - the Capu-Cino bar made by Kim's Chocolates, milk chocolate with a mocca ganache filling; and the Hamlet Praline Bar, made by N.V. De Cock-Geitmeyer, white chocolate with a praline filling. From Italy, the Perugina Tablo Milk Chocolate Bar. From Holland, the Tjoklat Milk Chocolate bar flavored with Irish coffee; from France, the Grande

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Tradition bar, a chocolate with almonds bar, distributed by SMB of Paris. And from Wander of Switzerland, the Ovomaltine bar, a milk chocolate bar containing Ovaltine.

Dr. Tom Aylesworth, Stamford, CT, writes that Fannie Mae of Chicago has some second-hand stores going. He reports the candy sold there may look odd, but tastes the same - great!

NEWS TADBITS

Charterhouse Group, owned by five European financial concerns, has acquired the Fleer Corporation, the 104-year-old maker of baseball cards and Dubble Bubble Gum.

The 1989 Halloween Program for the confectionery industry featured world famous Garfield the Cat as the Halloween safety spokesperson in TV public service announcements that aired nationally in September and October.

Cadbury Schweppes, PLB, England, has reached agreement for the purchase of the Spanish confectioner, Chocolates Hueso SA. That company makes a number of candy bars available in Spain.



Candy Industry reported that Nestle has created what is believed to be the world's largest Crunch bar. With a weight of 7,000 pounds the bar was shipped for display at a Wal-Mart store in Wagoner, OK.

Choo Choo Taffy, made by TN Choo-Choo Candy Factory, Chattanooga, TN, is a softer more chewy taffy, that will probably be introduced nationwide soon, according to Candy Industry.

Joe Jones, Gilliam Candy Co., 2401 Powell, P.O. Box 1060, Paducah, KY 42002, writes that when the company factory burned down in 1968, old Gilliam memorabilia were lost. So Gilliam is trying to replace old candy bar wrappers, boxes, etc. Write Joe directly if you have any Gilliam memorabilia on hand you wish to dispose of.

The Boston Globe reported recently that Tootsie Roll Industries has sued the makers of Tushie Rolls toilet tissue. The candy maker sees no humor in the gag gift which is packaged in the familiar brown wrapper with red-orange stripes of the Tootsie Roll product.

The Boston Herald carried a follow-up story about farmers who feed chocolate to their milk cows to up their profits. The article said that the practice started over two decades ago in California. There are around 60 dairy farmers in Pennsylvania, New Jersey, and Maryland who feed chocolate to their cows. A farmer in York County, Pennsylvania, has 240 milk cows who take in between three and four tons of Kit Kats and Reese's Pieces in the form of salvage chocolate. According to a livestock nutritionist, tests show that cows that eat chocolate produce milk higher in butterfat. The York County dairy farmer pays about \$65 a ton for the chocolate, which compares to about \$105 per ton for corn. So the farmer saves about \$7,000 a year by using chocolate in his feed and ups the butterfat content of the milk produced by his cows.



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NEWS TADBITS

Cadbury Schweppes PLC (England) has agreed to acquire Trebor Group LTD., a United Kingdom group with world-wide connections. Trebor is the fourth largest confectioner in the U.K. Some of its bars are the Whopper Chew bar, Silly Toffee bar, Zigo bar, Hunk Chew, Trebor Mints, and the World Cup bar.

About 37 million Life Saver candies are made (one flavor at a time) each day at the Planters/Lifesaver plant in Holland, Michigan.

The October issue of Boston Magazine carried an interview with Nate Sloane. He was asked, "How come you can buy Sno-Caps at the movies, but you never see them sold in stores?" His answer was that Blumenthal Brothers, confectioners, came out with that product when theaters started selling candy. That was the beginning of when theaters started realizing the importance of selling candy in theaters. And Sno-Caps has held a steady theater audience until today, although Nestlé, the present maker of Sno-Caps, does get them into the general marketplace from time to time.

"Harper's Index" in Harper's, October, carried an item that said that Ken Griffey Jr. played major league baseball 21 weeks, and the candy bar named after him had been on the market for 16 of them.

On the last day of September, a U.S. Air Force transport plane made a "candy drop" to sweeten a history lesson for about 100 German children during an reenactment of the Berlin Airlift 40 years ago. Sacks, attached to parachutes, contained candy bars and other treats floated to the tarmac from the plane.

Boyer Candy Co., Altoona, PA, has acquired Kron Chocolatier and Casanova Chocolate Co. Kron and Casanova products will continue to be manufactured at the Milford, CT, plant. Kron, a gourmet confectioner in the U.S., will continue to market upscale chocolate products. Casanova is known as an efficient mass market producer of seasonal specialty items. Earlier this year Boyer acquired Bartons which was founded over 50 years ago in Brooklyn, NY, by Stephen Klein. That company pioneered kosher candies in the U.S.

The November issue of Spy magazine, carried a feature, "The Antisocial Register," which had some uncomplimentary words to say about Forrest Mars Sr. and Jr., and John Mars, of Mars Inc. fame.

A recent issue of The Manufacturing Confectioner carried an announcement that the Japanese confectioner, Lotte, has developed a heat-resistant chocolate, called Rouf Season Kiss Chocolate.

Nabisco is selling its Baby Ruth, Butterfinger, and Pearson candy business to Nestlé.

CBS television's NFL Today show with Brent Musburger, Dick Butkus, Irv Cross, etc., and Sports Illustrated showed candy bar wrappers from the files of Candy Bar Gazebo.

The Associated Press reported that the University of Michigan officials announced plans to add marshmallows to the list of objects banned from Michigan Stadium during Wolverine football games in 1989. Fans in the student section began pitching marshmallows at each other during the season-opener against Notre Dame and the activity consequently spread.

Hershey will market its American products in Japan. Hershey Foods is entering the Japanese market through an agreement with Fujiya. Jacobs Suchard has taken over the sales of its Milka bars from the Japanese chocolate company that had previously handled it. And Nestlé K.K., the Japanese subsidiary of the Swiss company, had set up a joint venture firm with Fujiya called Nestlé Mackintosh.